



2008

ECONOMIC DEVELOPMENT ANNUAL REPORT

Since October of 2004, the City of Maricopa Economic Development Department has made demonstrable progress in creating and positioning Maricopa to build a competitive, diverse local economy – one that is sustainable and effective in the 21st century.

Building a Toolkit.

The City of Maricopa accomplished dramatic strides in building an Economic Development Toolkit to ensure that the city is able to compete on par with other Arizona municipalities in the region, across the country, and around the globe.

Marketing.

A City-wide Branding Initiative led by the Economic Development Department has resulted in the creation and adoption of a new City logo by unanimous Council approval, a brand standards guideline manual, and a marketing plan for the next three years. One component of the branding initiative included a community-wide resident survey. 26% of the community responded and the resultant data was used in the development of all brand concepts.

The City of Maricopa's economic development efforts have been featured in multiple news stories, several stemming from Maricopa's entry into membership with the [Greater Phoenix Economic Council](#) and the Mayor's seat on the Board of

that organization. Staff has also placed articles in publications of industry associations such as the Arizona Association for Economic Development.

To aid in the identification and attraction of quality employers to Maricopa, a Labor Study was conducted in June of 2008, showing that Maricopians are highly educated with 88% reporting having some post-high school education and 52% with a bachelor's degree or higher. This and all other data collected can be viewed on the City website in the full [Labor Study report](#).

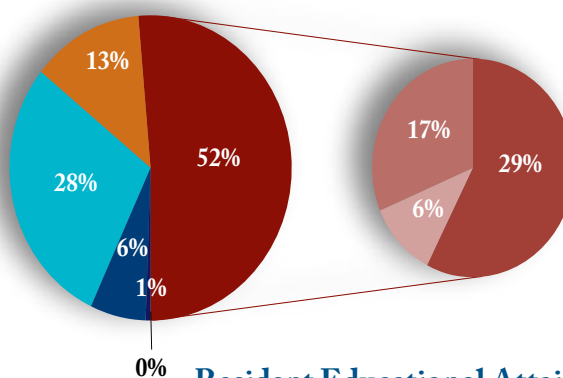
A monthly Economic Development electronic newsletter has been designed and sent out regularly since September 2006. It has averaged a 41% open rate, quite high for an online newsletter (normal averages are around 25% for a well-targeted subscriber list). A link is available on the City Website and at the bottom of Economic Development staff e-mails enabling interested parties to subscribe. By

the end of the 2008 fiscal year the subscriber list had grown to 832.

Incentive Creation.

During the 2008 fiscal year, the Maricopa City Council unanimously approved the adoption and implementation of a [Fast Track Program](#) and the creation of an [Industrial Development Authority](#) to encourage and assist private investment in Maricopa. The City also initiated efforts to determine the need for a redevelopment district.

Of equal import was the Department's progress in identifying and communicating the need to create "shovel ready sites". The lack of ready-to-go sites for has thwarted the City's ability to successfully locate new employers. A major public forum of key landowners, realtors, developers and other investors was convened in December of 2007, drawing an audience of over 120 Maricopa landowners and professionals from around the Valley.



Resident Educational Attainment, 2008 Labor Study.



Developing Relationships.

From the outset, Maricopa staff and Councilmembers have established and cultivated important relationships with organizations including the Governor's Office and the Arizona Department of Commerce. Staff participation in local and national economic development organizations such as the Arizona Association of Economic Development and the International Economic Development Council (IEDC) has helped to create a wide awareness of the City, establishing it as an up-and-coming economic competitor.

Routinely, key public and private leaders are briefed on Maricopa's progress and accomplishments. Because of these relationships and communications, the City has been introduced to several highly qualified prospects that are outside of the channels of regional and state economic development organizations.

Site Identification.

A new component of the economic development toolkit included the online site selection database, www.MaricopaProspector.com, where brokers and landowners can list their Maricopa commercial properties on an interactive GIS interface. The use of the tool is free and is utilized as the City's central source for property identification and prospect referral.

Generating and Responding to Prospects.

Staff and Councilmembers participated at the 2007 International Council of Shopping Centers Annual Convention, with 50,000 attendees. This event provided the City with 10 personally contacted leads, nearly 70 highly qualified prospects, and exposure to conference attendees at the Public Sector Showcase display. Follow-up materials were mailed within one week to over 80 companies.

In calendar year 2007, staff responded to and followed up on over 20 Prospect Information Form Requests presented by the Department of Commerce or the Greater Phoenix Economic Council.

The Department met directly with or prepared responses for 56 internally-generated and qualified prospects, from educational

institutions to hospitals to high-tech manufacturing companies.

Maricopa benefited from participation in the IEDC's annual conference in September 2007 in Phoenix, Arizona, receiving direct recognition at the convention luncheon by the President and CEO of US Airways.

Business Retention and Expansion.

At this early stage in its development, Maricopa's economy is driven primarily through home building and the establishment of retail and other businesses that feed off of population growth.

The Economic Development Department has worked very closely over the past two years with the [Maricopa Chamber of Commerce](#). In 2005, the Chamber had no employees and a small membership base.

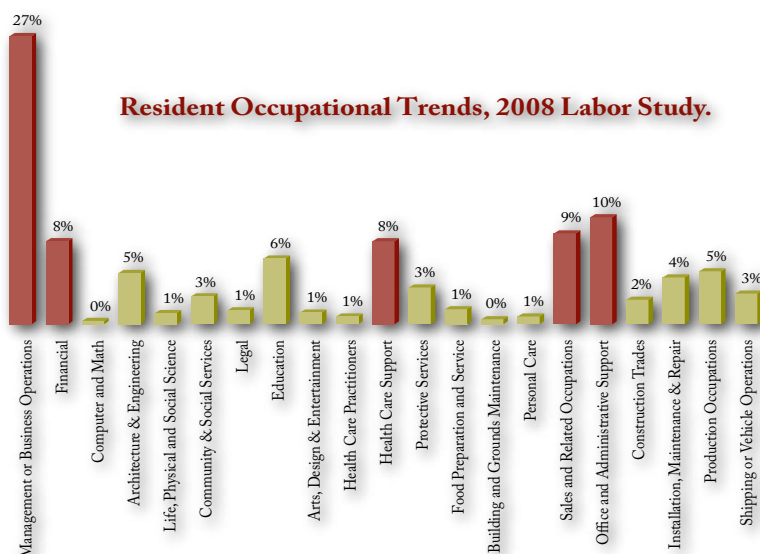
Reach of Major Economic Development Marketing Initiatives in 2008

Prospect Meetings and Proposals (Local and Out-of-Town)	76
Customized Information Packages Prepared and Presented	750
Sales/Marketing Conference Attendee Impressions	53,000
Monthly Economic Development Newsletter Impressions	8,000
Hits on MaricopaProspector.com	22,000
Total Impressions / Stories Placed in Regional / National Media Venues	1,000,000 + / 4
Responses to Resident Survey and Labor Survey	6,105
Participants in Land Owners Meeting	120



2009 Targeted Industry Pillars:

- Health and Wellness
- Clean and Green Technologies
- Regional Aviation
- Higher Education
- Business and Professional Services
- Hospitality and Visitor Attraction
- Retail and Entertainment



Through a Maricopa Public Service Award Agreement in 2006 and 2007, the Chamber and City have forged a strong partnership to create a thriving organization that boasts 268 business members. Staff serves as Ex-Officio at the request of the Chamber Board.

The Maricopa Business Retention and Expansion Program, active since 2006, oversaw the interview of 50 plus companies in 2008 to develop relationships and create an "early warning system" of business intelligence. Staff participates in the [Arizona Business Retention and Expansion Council](#), utilizing the E-Synchronist software that is a standard tool for these efforts. In addition, the City Manager and staff made personal visits to 15 local employers and five key home builders in early 2008.

Regional Aviation.

Maricopa continued to advance the potential for a regional airport, which is a vital component of the City's economic development strategy. Through a \$250,000 grant from the Arizona Department of Transportation Aeronautics Division, the City completed three phases of the feasibility study required by both State and Federal agencies in the planning process. An Airport Advisory Committee, comprised of local, regional, state and federal representatives, has been very instrumental in assisting Maricopa with this process.

Health and Wellness.

Maricopa continues to advance relationships with two major medical center developers, as well as private medical professionals. A very high level of interest has been generated

in servicing Maricopa's health care needs.

Retail Projects.

Several retail centers are committed to developing in Maricopa. They include:

- The Wells, by Shea Properties (Walmart has broken ground in this center)
- Vestar Development Company (future location across from Harrah's)
- Maricopa Station
- Stonegate Center
- Mountainside Marketplace
- Interra Development
- Glimcher Ventures

Looking Ahead: Key Goals for Fiscal Year 2009

GOAL 1: Achieve a positive and well-recognized City brand through marketing, meeting and trade show presence

GOAL 2: Continue to build economic development toolkit

GOAL 3: Focus on recruitment of targeted industries through internal prospect cultivation and coordination with regional partners

GOAL 4: Further the City's ability to attract investment by investing in itself

- Continue pursuit of a center of regional aviation through the Airport Feasibility Study
- Create and encourage shovel-ready sites
- Establish the redevelopment district
- Explore the creation of a local economic development foundation or corporation

GOAL 5: Maintain and grow the Business Retention and Expansion program, continuing to partner with the Maricopa Chamber and meeting with business owners face-to-face

GOAL 6: Participate in an historic preservation Initiative to increase tourism and awareness of community identity



**Mayor
Anthony Smith**



**Vice Mayor
Brent Murphree**



**Councilmember
Marvin Brown**



**Councilmember
Carl Diedrich**



**Councilmember
Joe Estes**



**Councilmember
Edward Farrell**



**Councilmember
Marquisha Griffin**

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